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Fayetteville Area CVB

For the Month of August 2016			Date Created: Sep 16, 2016
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Tab 2 - Multi-Segment Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: August 2016

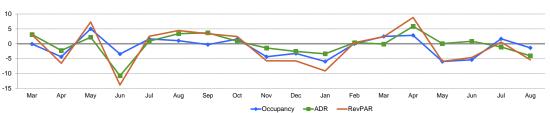
				Curre	nt Month	- Augus	t 2016 vs	August	2015							Year	to Date -	August	2016 vs /	August	2015					Part	icipation	
	Occ	%	AD	R	RevF	PAR	Р	ercent (Change fr	om Aug	ust 2015		Осс	%	AD	R	RevF	PAR		Percen	t Change f	rom YT	D 2015		Prope	erties	Rooi	ms
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	67.9	66.1	101.64	98.67	68.99	65.17	2.8	3.0	5.9	7.8	1.8	4.6	65.3	64.1	98.86	95.35	64.58	61.08	2.0	3.7	5.7	7.6	1.8	3.8	1747	1122	151034	117877
Cumberland County, NC	68.5	69.4	73.10	76.21	50.04	52.90	-1.4	-4.1	-5.4	-5.4	-0.0	-1.4	66.4	67.3	73.55	73.66	48.84	49.61	-1.4	-0.1	-1.6	-1.8	-0.3	-1.7	64	46	5881	4901
Johnston County, NC	55.0	53.7	71.33	70.00	39.25	37.61	2.4	1.9	4.4	8.1	3.6	6.1	52.9	51.0	71.22	70.36	37.65	35.90	3.6	1.2	4.9	7.2	2.3	5.9	32	23	2227	1670
Robeson County, NC	63.5	63.5	68.90	67.30	43.74	42.73	-0.0	2.4	2.4	9.4	6.9	6.9	62.7	64.2	68.78	65.14	43.12	41.82	-2.3	5.6	3.1	10.2	6.9	4.4	29	16	1821	1190
Wake County, NC	70.0	68.5	97.78	94.86	68.43	65.00	2.1	3.1	5.3	7.4	2.0	4.2	69.9	71.5	100.36	95.59	70.13	68.32	-2.2	5.0	2.7	6.1	3.4	1.1	133	123	15828	15109
Durham County, NC	68.4	66.5	97.99	96.56	67.00	64.23	2.8	1.5	4.3	8.3	3.8	6.7	66.6	67.7	102.45	97.23	68.25	65.87	-1.7	5.4	3.6	9.1	5.3	3.5	63	59	8131	7738
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	61.6	58.1	86.66	89.27	53.39	51.90	6.0	-2.9	2.9	3.4	0.5	6.5	58.8	56.9	90.91	92.58	53.43	52.73	3.2	-1.8	1.3	1.6	0.3	3.5	93	76	10895	9727
Harnett County, NC	53.6	62.1	72.19	70.74	38.70	43.90	-13.6	2.1	-11.8	-1.8	11.4	-3.8	55.5	57.0	71.84	69.45	39.84	39.57	-2.7	3.4	0.7	9.4	8.6	5.8	11	8	859	638
Moore County, NC	62.8	62.5	119.96	111.86	75.28	69.96	0.3	7.2	7.6	18.2	9.9	10.2	60.5	59.4	119.10	116.58	72.10	69.23	1.9	2.2	4.1	8.1	3.8	5.8	22	14	1960	1556

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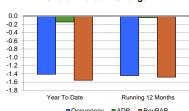
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Fayetteville Area CVB For the Month of August 2016

Monthly Percent Change



Overall Percent Change



= Occupancy	ADR	■ RevPAR
Occupancy	MADR	REVPAR

Occupancy (%)					20	115							20	116				
occupancy (70)	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	68.1	71.1	67.0	71.0	69.2	69.4	61.6	63.3	56.9	53.8	55.6	63.7	69.8	73.1	63.0	67.2	70.4	68.5
Last Year	68.2	74.4	63.8	73.5	68.1	68.7	61.8	62.3	59.5	55.6	59.1	63.7	68.1	71.1	67.0	71.0	69.2	69.4
Percent Change	-0.1	-4.4	5.0	-3.5	1.6	1.0	-0.3	1.6	-4.4	-3.3	-6.0	0.0	2.5	2.8	-6.0	-5.4	1.6	-1.4

	Year To Date		R	unning 12 Month	s
2014	2015	2016	2014	2015	2016
67.7	67.3	66.4	65.6	64.8	63.9
67.7	67.7	67.3	65.8	65.6	64.8
-0.1	-0.5	-1.4	-0.3	-1.1	-1.4

ADR					20	115								20	116			
7.51.	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	73.78	72.83	73.01	72.79	74.26	76.21	73.21	73.42	72.03	68.83	71.51	72.39	73.70	77.08	73.04	73.38	73.46	73.10
Last Year	71.55	74.52	71.44	81.57	73.61	73.71	70.62	72.80	73.07	70.66	74.02	72.13	73.78	72.83	73.01	72.79	74.26	76.21
Percent Change	3.1	-2.3	2.2	-10.8	0.9	3.4	3.7	0.8	-1.4	-2.6	-3.4	0.4	-0.1	5.8	0.0	0.8	-1.1	-4.1

	Year To Date		R	unning 12 Month	s
2014	2015	2016	2014	2015	2016
73.70	73.66	73.55	72.33	73.09	73.06
71.57	73.70	73.66	71.55	72.33	73.09
3.0	-0.1	-0.1	1.1	1.1	0.0

RevPAR					20	015								20	016			
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	50.28	51.81	48.89	51.67	51.42	52.90	45.12	46.46	40.98	37.01	39.73	46.12	51.46	56.38	45.98	49.28	51.70	50.04
Last Year	48.82	55.44	45.56	59.99	50.16	50.65	43.65	45.36	43.47	39.28	43.73	45.95	50.28	51.81	48.89	51.67	51.42	52.90
Percent Change	3.0	-6.6	7.3	-13.9	2.5	4.4	3.4	2.4	-5.7	-5.8	-9.1	0.4	2.3	8.8	-6.0	-4.6	0.6	-5.4

	Year To Date		R	unning 12 Month	s
2014	2015	2016	2014	2015	2016
49.87	49.61	48.84	47.42	47.38	46.68
48.47	49.87	49.61	47.07	47.42	47.38
2.9	-0.5	-1.6	0.7	-0.1	-1.5

Supply					20	15								20	16			
опрр.у	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	182,869	176,970	182,869	176,970	182,869	182,373	176,490	182,373	176,430	182,311	182,311	164,668	182,311	176,430	182,311	176,430	182,311	182,311
Last Year	181,071	175,230	181,071	175,230	181,071	179,676	173,880	183,117	177,210	182,869	182,869	165,172	182,869	176,970	182,869	176,970	182,869	182,373
Percent Change	1.0	1.0	1.0	1.0	1.0	1.5	1.5	-0.4	-0.4	-0.3	-0.3	-0.3	-0.3	-0.3	-0.3	-0.3	-0.3	0.0

	Year To Date		F	tunning 12 Month	iS .
2014	2015	2016	2014	2015	2016
1,417,968	1,432,961	1,429,083	2,124,592	2,150,037	2,146,687
1,407,609	1,417,968	1,432,961	2,114,660	2,124,592	2,150,037
0.7	1.1	-0.3	0.5	1.2	-0.2

Demand					20	15								20	16			
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	124,624	125,893	122,451	125,641	126,623	126,606	108,762	115,414	100,373	98,038	101,286	104,909	127,308	129,044	114,765	118,487	128,319	124,797
Last Year	123,533	130,376	115,467	128,871	123,393	123,466	107,472	114,104	105,422	101,662	108,035	105,223	124,624	125,893	122,451	125,641	126,623	126,606
Percent Change	0.9	-3.4	6.0	-2.5	2.6	2.5	1.2	1.1	-4.8	-3.6	-6.2	-0.3	22	2.5	-6.3	-5.7	1.3	-1.4

		Year To Date		R	unning 12 Month	s
	2014	2015	2016	2014	2015	2016
-	959,583	965,096	948,915	1,392,916	1,393,756	1,371,50
3	953,289	959,583	965,096	1,391,212	1,392,916	1,393,7
	0.7	0.6	-1.7	0.1	0.1	-1.6

Revenue					20	15								20	16			
Revenue	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	9,194,797	9,168,321	8,940,417	9,144,910	9,402,399	9,648,034	7,962,543	8,473,158	7,229,512	6,747,783	7,242,841	7,594,096	9,382,079	9,947,116	8,382,458	8,694,262	9,425,868	9,122,652
Last Year	8,839,306	9,715,261	8,248,981	10,512,364	9,083,190	9,100,824	7,589,499	8,306,867	7,703,267	7,183,740	7,996,502	7,590,014	9,194,797	9,168,321	8,940,417	9,144,910	9,402,399	9,648,034
Percent Change	4.0	-5.6	8.4	-13.0	3.5	6.0	4.9	2.0	-6.2	-6.1	-9.4	0.1	2.0	8.5	-6.2	-4.9	0.2	-5.4

	Year To Date		F	tunning 12 Month	ıs
2014	2015	2016	2014	2015	2016
70,716,528	71,085,394	69,791,372	100,746,063	101,868,767	100,204,
68,225,876	70,716,528	71,085,394	99,542,439	100,746,063	101,868,

Census %					20	015								20	016			
Celisus /0	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Census Props	63	63	63	63	63	64	64	64	64	64	64	64	64	64	64	64	64	64
Census Rooms	5899	5899	5899	5899	5899	5883	5883	5883	5881	5881	5881	5881	5881	5881	5881	5881	5881	5881
% Rooms Participants	82.5	82.5	82.5	82.5	82.5	82.4	82.4	82.4	83.3	83.3	83.3	83.3	83.3	83.3	83.3	83.3	83.3	83.3

Source 2016 STR, Inc. A blank row indicates insufficient data.

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Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of August 2016

				_			<u> </u>	201	4	_	_					2015		_		_	_	_	_	201	_		_	_	_	
OTD 0-4-	Name of Establishment	0:4 0 04-4-	7: 0 1 -	A# D-1-	O D-4-	_	Chg in	- 1 - 1	_ .			١.١		_ .	_	l .l.	_					_ .		١.١	_	1.		. .		
STR Code	Name of Establishment	City & State	Zip Code		Open Date		Rms	J	FN	I A	М Ј	J	A S	0 1	N D	J	M	AN	J	JA	S	0 1	1 D	J	F M	Α	M J	J	AS	SONE
	American Eagle Inn Budget Inn	Fayetteville, NC Fayetteville, NC	28301 28301	Jun 2012 Jul 2009	Jun 1967 Jun 1964	43 130																								
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010		0	Υ																							
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Jul 2011	Jun 1958	0	Y																							
	Closed - Independent Fater Motel Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	Juli 1956	0	Y																							
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Y																							
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0	Y																							
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Ý																							
	Cloverleaf Motel	Fayetteville, NC	28301	Juli 2004		22	'																							
	Eastover Inn	Favetteville, NC	28301			20																								
	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Υ																							
	Night Inn	Favetteville, NC	28301	Sep 2011	Jun 1972	50	Ý																							
	Regency Inn	Favetteville, NC	28301	Jul 2003	Jun 1971	105	Y																							
	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121	•																							
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	49		0	0	0	0 0	0	0 0	0 0	0	0 0	0 0	0	0	0 0	0	0 0	0	0 0	0	0	0 0	0	0	
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30			-		- -		- -			- -							1				- -			
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114																								
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014	00.1.2011	0	Υ		- -		- -		- -			- -						- -	1				- -			
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991	108	•																							
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014	Jun 1988	119	Υ			0																				
	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012	Apr 2012	165																								
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2012	Jan 1999	77	Υ																							
	Fairfield Inn Favetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129	Y																							
	Hampton Inn Favetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995	Dec 1995	131	•																							
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005		104																								
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89	Υ																							
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118	•																							
	Knights Inn Fort Bragg Fayettevile	Fayetteville, NC	28303	Dec 1997	Jun 1968	61																								
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012		109	Υ																							
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006		92	•																							
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Υ																							
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93	•																							
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80		-	- -	-	- -						-		-	- -			1			-				
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	85																								
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015		96		-	- -	-	- -						-		-											
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	7.ug 20.0	0	Υ															- -	1				- -			
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997	120	•																							
	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Jun 1974	185	Υ																							
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006	Apr 2006	121	·																							
	Airport Inn Budget Motel	Fayetteville, NC	28306	J. 4. 2000	1.4. 2000	30																								
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																								
	Carolina Motor Inn	Fayetteville, NC	28306			47																								
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Υ																							
	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75	•																							
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52	Υ																							
	Relax Inn	Fayetteville, NC	28306		,	32	•																							
	Roadside Inn Motel	Fayetteville, NC	28306			20																								
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198	Υ																•							
	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115								0																
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Υ																			П				
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61																								
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009		97																								
	Delux Inn	Fayetteville, NC	28312		.,	51																								
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Υ																							
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150																								
	Fairfield Inn Favetteville I 95	Fayetteville, NC	28312	Sep 1998		66	Υ																							
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312	May 1986		121																								
	Holiday Inn Favetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198																	•							
	Motel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992		113																	•						•	
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008		81																	•					•	•	
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Υ	0	0 0	0	0	0	0 0	0									•							
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Mar 1985	120																	•							
	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995		63																	•							
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996		60																	•							
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176	Υ																•							
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006	Apr 2006	121																	•							
	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009		72																								
	Country Inn & Suites Favetteville Fort Bragg	Spring Lake, NC	28390		Feb 1996	85	Υ																-			-				

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of August 2016

								2014							20	115								2016							
							Chg in														П	Т					П	TT		П	П
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JF	M	A M	J,	J A	SC	N	D J	F	M A	M	JJ	J A	S	O N	D	J F	M	Α	M J	i J	AS	0	NΓ
65586	Courtyard Fayetteville Spring Lake	Spring Lake, NC	28390		U/C	100																									
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77		• •	• •	•	• •	•	• •	•	• •		• •	•	• •	•	•	•	•	• •	•	•	• •	•	•		
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Υ	• •	• •	•	• •	•	• •		• •		• •	•	• •	•	•	•	•	• •	•	•	• •		•		
51150	Starlite Motel	Spring Lake, NC	28390			28																									
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60		• •	• •	•	• •	•	• •		• •		• •	•	• •	•	•	•	•	• •	•	•	• •		•		
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Υ																								
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Υ	• •		•	• •	•	0	0	• •		• •	•	• •	•	•	•		• •	•	•	• •		•		
			Total Prope	rties:	75	5981		o - N	/lonth	lv dat	a rec	eived	by S	TR																	

Monthly and daily data received by STR

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

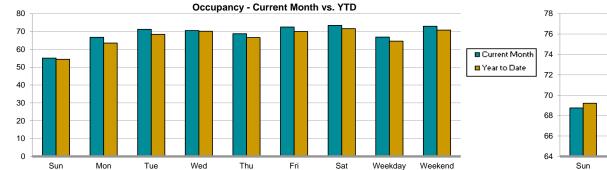
A blank row indicates insufficient data.

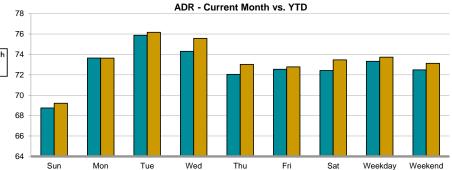
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Fayetteville Area CVB

For the Month of August 2016





		Occupancy (%	6)	ADR		RevPAR		Supply		Demand		Revenue	•
Day of Week		Q.	% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	55.1	-2.4	68.75	-4.6	37.86	-6.9	23,524	-20.0	12,954	-21.9	890,644	-25.5
	Year To Date	54.4	0.2	69.22	0.3	37.69	0.5	205,024	-0.7	111,626	-0.5	7,726,540	-0.2
	Running 12 Month	52.8	-0.4	68.73	0.4	36.26	0.1	305,017	-0.4	160,932	-0.8	11,060,635	-0.4
Monday	Current Month	66.8	0.1	73.65	-3.1	49.18	-3.0	29,405	0.0	19,634	0.1	1,446,027	-3.0
	Year To Date	63.5	-2.8	73.64	-0.2	46.79	-3.0	204,821	-0.8	130,147	-3.5	9,584,067	-3.7
	Running 12 Month	61.5	-2.5	73.14	0.0	44.95	-2.5	304,814	-2.3	187,320	-4.8	13,700,409	-4.8
Tuesday	Current Month	71.2	-1.7	75.88	-4.3	54.06	-5.9	29,405	25.0	20,949	22.9	1,589,682	17.6
	Year To Date	68.5	-3.1	76.18	0.1	52.15	-3.0	205,024	2.3	140,356	-0.9	10,691,836	-0.8
	Running 12 Month	66.1	-1.9	75.55	0.3	49.93	-1.6	310,900	1.5	205,480	-0.4	15,523,992	-0.1
Wednesday	Current Month	70.6	-4.3	74.31	-5.5	52.43	-9.5	29,405	25.0	20,746	19.6	1,541,694	13.1
	Year To Date	70.2	-1.8	75.58	-0.2	53.02	-2.0	205,024	2.3	143,826	0.4	10,870,772	0.3
	Running 12 Month	66.9	-1.5	75.05	-0.1	50.20	-1.6	310,900	1.5	207,972	0.0	15,608,463	-0.1
Thursday	Current Month	68.8	-0.6	72.05	-4.5	49.55	-5.1	23,524	0.0	16,179	-0.6	1,165,665	-5.1
	Year To Date	66.6	0.7	73.03	0.0	48.63	0.6	199,143	-3.5	132,600	-2.9	9,684,039	-2.9
	Running 12 Month	63.5	-1.1	72.58	-0.3	46.07	-1.3	305,019	-0.4	193,614	-1.5	14,053,204	-1.8
Friday	Current Month	72.5	1.4	72.55	-3.0	52.60	-1.6	23,524	0.0	17,055	1.4	1,237,373	-1.6
	Year To Date	70.0	-1.6	72.78	-0.7	50.95	-2.3	205,024	-0.7	143,527	-2.2	10,446,385	-2.9
	Running 12 Month	67.3	-1.8	72.38	-0.5	48.68	-2.3	305,019	-0.4	205,145	-2.2	14,848,842	-2.8
Saturday	Current Month	73.5	-5.7	72.43	-5.7	53.20	-11.1	23,524	-20.0	17,280	-24.5	1,251,566	-28.9
	Year To Date	71.6	-1.4	73.47	-0.3	52.62	-1.6	205,024	-0.7	146,832	-2.0	10,787,733	-2.3
	Running 12 Month	69.2	-0.9	73.01	-0.1	50.52	-1.0	305,019	-0.4	211,039	-1.4	15,408,822	-1.5
Weekday / We	eekend	l											
Weekday	Current Month	66.9	-0.4	73.33	-3.9	49.04	-4.3	135,263	4.5	90,462	4.1	6,633,713	0.0
(Sun-Thu)	Year To Date	64.6	-1.4	73.73	0.0	47.65	-1.4	1,019,035	-0.1	658,556	-1.5	48,557,254	-1.5
	Running 12 Month	62.2	-1.5	73.22	0.1	45.52	-1.4	1,536,649	0.0	955,318	-1.5	69,946,703	-1.4
Weekend	Current Month	73.0	-2.7	72.49	-4.6	52.90	-7.2	47,048	-11.1	34,335	-13.6	2,488,939	-17.5
(Fri-Sat)	Year To Date	70.8	-1.5	73.13	-0.5	51.78	-1.9	410,048	-0.7	290,359	-2.1	21,234,118	-2.6
	Running 12 Month	68.2	-1.4	72.70	-0.3	49.60	-1.7	610,038	-0.4	416,184	-1.8	30,257,665	-2.1
Total	Current Month	68.5	-1.4	73.10	-4.1	50.04	-5.4	182,311	0.0	124,797	-1.4	9,122,652	-5.4
	Year To Date	66.4	-1.4	73.55	-0.1	48.84	-1.6	1,429,083	-0.3	948,915	-1.7	69,791,372	-1.8
	Running 12 Month	63.9	-1.4	73.06	0.0	46.68	-1.5	2,146,687	-0.2	1,371,502	-1.6	100,204,368	-1.6

A blank row indicates insufficient data.

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Tab 6 - Seg Trend Cumberland County NC

65.6

64.8

63.9

Fayetteville Area CVB

Running 12 Month

2014 Aug

2015 Aug

2016 Aug

For the Month of August 2016

							This	Year										Pe	rcent C	hange	(%)				
			Occup	ancy (%)		Α	DR			Rev	PAR			Occupa	ancy (%)		ADR	R (%)			RevP	AR (%)	
Curre		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2015	Mar				68.1				73.78				50.28				-0.1				3.1				3.0
	Apr				71.1				72.83				51.81				-4.4				-2.3				-6.6
	May				67.0				73.01				48.89				5.0				2.2				7.3
	Jun				71.0				72.79				51.67				-3.5				-10.8				-13.9
	Jul				69.2				74.26				51.42				1.6				0.9				2.5
	Aug				69.4				76.21				52.90				1.0				3.4				4.4
	Sep				61.6				73.21				45.12				-0.3				3.7				3.4
	Oct				63.3				73.42				46.46				1.6				0.8				2.4
	Nov				56.9				72.03				40.98				-4.4				-1.4				-5.7
	Dec				53.8				68.83				37.01				-3.3				-2.6				-5.8
2016	Jan				55.6				71.51				39.73				-6.0				-3.4				-9.1
	Feb				63.7				72.39				46.12				0.0				0.4				0.4
	Mar				69.8				73.70				51.46				2.5				-0.1				2.3
	Apr				73.1				77.08				56.38				2.8				5.8				8.8
	May				63.0				73.04				45.98				-6.0				0.0				-6.0
	Jun				67.2				73.38				49.28				-5.4				0.8				-4.6
	Jul				70.4				73.46				51.70				1.6				-1.1				0.6
	Aug				68.5				73.10				50.04				-1.4				-4.1				-5.4
Year To	o Date																	Pe	rcent C	hange	(%)				
2014					67.7				73.70				49.87				-0.1			90	3.0				2.9
2015					67.3				73.66				49.61				-0.5				-0.1				-0.5
2016					66.4				73.55				48.84				-1.4				-0.1				-1.6

Currency: USD - US Dollar

0.7

-0.1

-1.5

Percent Change (%)

1.1

1.1

0.0

-0.3

-1.1

-1.4

A blank row indicates insufficient data.

72.33

73.09

73.06

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47.42

47.38

46.68

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of August 2016

						Ob at 1		2014								201	15				_	_	_	_	201	10	4				_	_	7
STR Code	Name of Establishment	City & State	Zip Code	Aff Data	Onen Date	Chgi ms Rms		. _								$ \cdot $	F						١,	. _	ا. ا	ر ا ج	мА						. .
	American Eagle Inn	City & State Fayetteville, NC	28301	Jun 2012	Jun 1967	ms Kms	١,	J F	IVI	AN	l J	JF	1 5	O	N L	J	FI	VI A	M	JJ	Α	5	ON	טוו	J	F	MA	. M	J	A	S	0 1	111
	Budget Inn	Fayetteville, NC	28301	Jul 2009		130																											+
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010	Jun 1925	0 Y																											
	Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	0 Y																											т
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	our 1000	0 Y																											
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0 Y																											т
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0 Y																											
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0 Y																			П								т
	Cloverleaf Motel	Fayetteville, NC	28301	04.1.2001		22																											
	Eastover Inn	Fayetteville, NC	28301			20																			П								т
6498	Economy Inn	Fayetteville, NC	28301	Sep 1995		50 Y																											
	Night Inn	Fayetteville, NC	28301	Sep 2011		50 Y																			П		\top						Т
	Regency Inn	Fayetteville, NC	28301	Jul 2003		105 Y																											
	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007		121			П																П		\Box					П	Т
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014		49																											
25285	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30			П																П		\Box					П	Т
61199	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114																											
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014		0 Y																			П		\top						Т
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991	108	S	s	S	s s	s	s s	s	s s	s s	s	s s	s	s :	s	s	s s	s	s	s	s s	s s	s	s s	s			
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014		119 Y																											Т
	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012		165																											
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2013		77 Y																			П		\top						Т
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989		129 Y																											
	Hampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995		131																			П		\top						т
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005		104																											
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000		89 Y			П																П		\Box					П	Т
	Home2 Suites Favetteville	Fayetteville, NC	28303	Feb 2011		118	В	3 B	В	в в	В	ВВ	В	В	ВВ	В	ВЕ	ВВ	В	3 B	В	ВЕ	3 B	В	В	В	ВВ	В	в в	В			
25293	Knights Inn Fort Bragg Fayettevile	Fayetteville, NC	28303	Dec 1997		61																			П		\top						т
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012		109 Y																											
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006		92																			П		\top						т
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998		126 Y																											
	TownePlace Suites Favetteville Cross Creek	Fayetteville, NC	28303	Jul 2009		93																			П		\top						Т
	Tropical Motel	Fayetteville, NC	28303	Jun 1970		80																											
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998		85																			П								т
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015		96															r	rr											
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	1 19 = 0.10	0 Y															Ė				П								т
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997	120																											
	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015		185 Y																r r			П		\top						т
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006		121																											
	Airport Inn Budget Motel	Fayetteville, NC	28306			30																			П		\top						т
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																											
	Carolina Motor Inn	Fayetteville, NC	28306			47																			П		\top						т
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0 Y																											
	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75			П																П		\Box					П	Т
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015		52 Y																											
	Relax Inn	Fayetteville, NC	28306			32																			П		\top						т
	Roadside Inn Motel	Fayetteville, NC	28306			20																											
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001		198 Y			П																П		\Box					П	Т
	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014		115																											
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0 Y			П																П		\Box					П	Т
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013		61																											
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009		97			П																П		\Box					П	Т
	Delux Inn	Fayetteville, NC	28312	·		51																											
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148 Y	В	3 B	В			ВВ	В												П		\Box					П	Т
24255	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150																											
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	1	Sep 1998	66 Y			П																П		\Box					П	Т
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312			121																											
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983		198			П																П		\Box					П	Т
	Motel 6 Fayetteville	Fayetteville, NC	28312			113																											
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008		81																											Т
	Red Roof Inn Fayetteville	Fayetteville, NC	28312			55 Y																											
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013		120																											T
	Sleep Inn Fayetteville	Fayetteville, NC	28312			63																											
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996		60																											T
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987		176 Y																											
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006		121																											
	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348			72																											
	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390			85 Y																											T

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of August 2016

								2014						2	015						201	5					
							Chg in							П	\Box				П		T			\top		\Box	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JF	: M /	M A	JJ	AS	ON	I D	J F I	M A	M J	JA	S) N C	D J	F M	A M	JJ	AS	3 O	N D
65586	Courtyard Fayetteville Spring Lake	Spring Lake, NC	28390		U/C	100																					
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77																					
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Υ																				
51150	Starlite Motel	Spring Lake, NC	28390			28																					
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60																					
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Υ																				
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Υ																				
			Total Prope	rties:	75	5981		s -l	Montly	Segn	nentati	ion (Tr	ansier	nt, Gro	up, Co	ntract	Only										

r - Monthly Additional Revenue Only

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

A blank row indicates insufficient data.

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Tab 8 - Help

All data is processed by STR using both the current and historical sampling of hotels.

For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.

It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.

The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.

Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.

Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as ((TY - LY) / LY) * 100.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as (Sample Rooms/Census Rooms)* "100"

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.